

1936

It had to be Superior to accomplish this

The First National Bank

Memphis, Tenn.

November 12th, 1935

Mr. U. L. Hilkey, Director,
Kerr-Changepoint Pen Company,
Memphis, Tennessee.

Dear Mr. Hilkey:

We take pleasure in giving you our opinion of the Kerr-Changepoint pens which we have recently put into use throughout our bank.

With this degree of reliance and certain slight reservations, we agreed to allow you the privilege of including samples of these pens in our computers, and after we had tested we found that to be entirely satisfactory, and have since purchased several other sets for use in other departments of the bank.

The initial cost was at first thought to be out of line, but after a very careful analysis of the matter in the perspective, and history, we are convinced that they will pay for themselves within a short time.

With very kind regards, we are

Yours very truly,
W. H. [Signature]
Cashier.



NATIONAL BANK OF COMMERCE

MEMPHIS, TENNESSEE

November 20, 1935

TO WHOM IT MAY CONCERN:

Mr. U. L. Hilkey told us about three months ago six dozen change point fountain pens manufactured by U. L. Kerr Pen Company of Tulsa, Oklahoma.

After making a careful survey of the cost of pen holders, pen nibs and ink used during the past twelve months and the amount of materials that have been used in the new pens, we have found that the spring in the cost of these items could be more than enough to pay for the cost of the pens. We have had numerous complimentary remarks from our customers even to the extent that a number of them have requested us to order some of the pens for them.

Our dealings with Mr. Hilkey have led us to believe that he can be dealt with, confident of his good faith and integrity.

Yours very truly,
W. H. [Signature]
Assistant Cashier.

UNION PLANTERS NATIONAL BANK & TRUST CO.

Memphis, Tennessee

November 17, 1935

Mr. U. L. Hilkey, Director,
Kerr-Changepoint Pen Company,
Memphis, Tennessee.

Dear Mr. Hilkey:

Report has been made of us for an opinion as to the merits of the eight dozen pens which you recently recalled in this office.

I am proud in admitting that when we were first approached by you on this subject, I was reluctant to allowing these pens to be placed in the customers' hands in our lobby in view of our previous unfortunate experience in this respect.

However, I am equally as proud in admitting of this time that I was mistaken in my judgment, and that these pens have proved to be very practical and have been favorably accepted by our customers. I am sure that public opinion would advance to their benefit.

We only have to long able to give our clients a better measure of service, but the satisfaction of those who are referred to a material saving to us in pen price and life.

If we can be of any further service to you in this connection, do not hesitate to contact us.

Yours very truly,
W. H. [Signature]
U. L. Hilkey,
Vice-President & Cashier.

"Will Pay for Themselves"

The First National Bank

"Numerous Complimentary Remarks"

National Bank of Commerce

"Material Saving to Us"

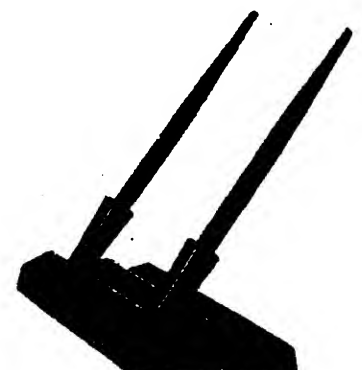
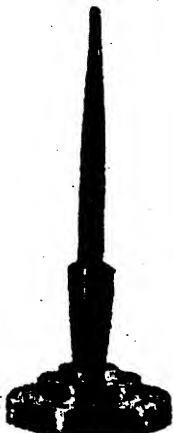
U. P. National Bank & Trust Co.

A. PARTIAL LIST OF SATISFIED USERS

- Citizens Bank & Trust Co. Belzoni, Miss.
- State Bank & Trust Co. Brookhaven, Miss.
- Bank of Bruce Bruce, Miss.
- Calhoun County Bank Calhoun City, Miss.
- Bank of Charleston Charleston, Miss.
- Tallahatchie County Bank Charleston, Miss.
- Bank of Clarksdale Clarksdale, Miss.
- Coahoma County Bank & Trust Co. Clarksdale, Miss.
- City of Clarksdale Clarksdale, Miss.

- Coffeeville Office, Bank of Water Valley Coffeeville, Miss.
- Columbia Bank Columbia, Miss.
- Bank of Crenshaw Crenshaw, Miss.
- Citizens Bank Hattiesburg, Miss.
- First National Bank Hattiesburg, Miss.
- Capital National Bank Jackson, Miss.
- Deposit Guaranty Bank & Trust Co. Jackson, Miss.
- Jackson State National Bank Jackson, Miss.
- Lake Providence Bank Lake Providence, La.

- Bank of Lula Lula, Miss.
- Ouechita National Bank Monroe, La.
- Bank of Oxford Oxford, Miss.
- First National Bank Oxford, Miss.
- Lafayette County Oxford, Miss.
- Valley Bank Rosedale, Miss.
- U. S. Engineer Office Sardis, Miss.
- Planters Bank Tunica, Miss.
- Bank of Water Valley Water Valley, Miss.
- Mechanics Savings Bank, Water Valley, Miss.
- Bank of Yazoo City Yazoo City, Miss.



GUARANTEE

Kerr Changepoint Fountain Pens are guaranteed against wear and breakage for 10 years, points excepted.

SINGLE SET

\$2.50

CHAIN SET

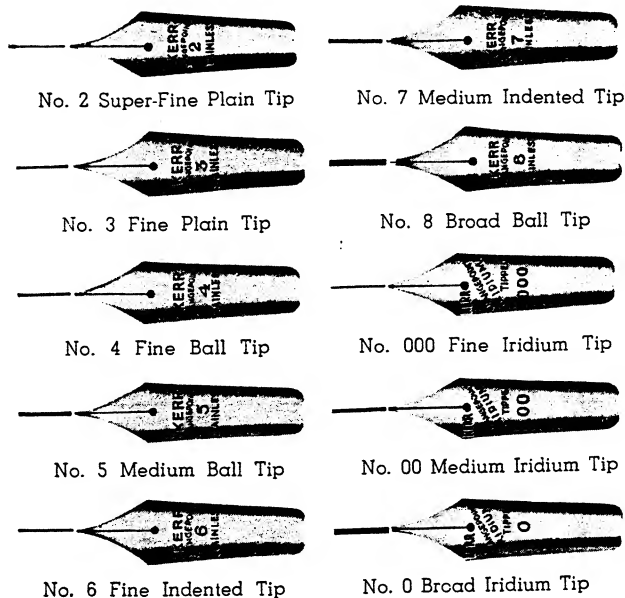
\$2.75

DOUBLE SET

\$4.50

points No. 2 Extra Fine - No. 3 Fine - No. 4 Med. Fine - No. 6 Fine Ball - No. 7 Med. Ball - No. 8 Coarse Ball 50¢ per doz.

S. C. TOOF & CO. • 195 MADISON AVE. • MEMPHIS, TENNESSEE



No. 2 Super-Fine Plain Tip No. 7 Medium Indented Tip
 No. 3 Fine Plain Tip No. 8 Broad Ball Tip
 No. 4 Fine Ball Tip No. 000 Fine Iridium Tip
 No. 5 Medium Ball Tip No. 00 Medium Iridium Tip
 No. 6 Fine Indented Tip No. 0 Broad Iridium Tip

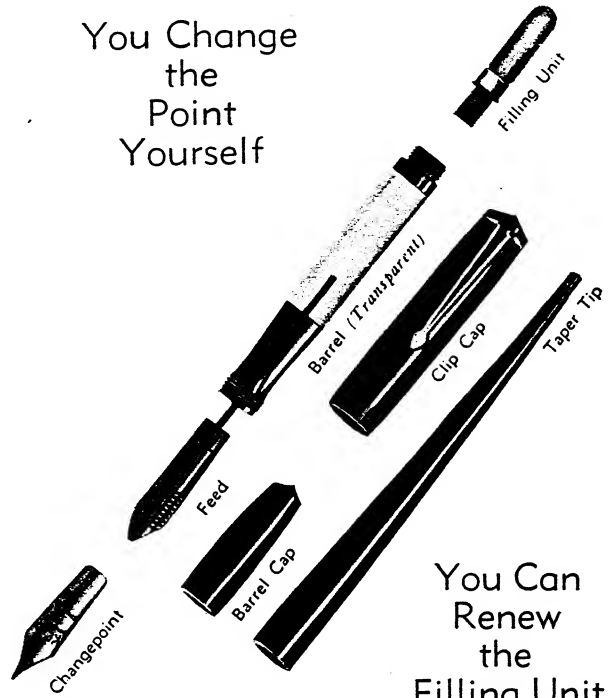
Description	Each	Dozen	Half Gross
Nos. 2-3-6-7	\$.05	\$.60	\$ 3.00
Nos. 4-5-8	.10	1.00	5.00
Nos. 000-00-0	.25	2.50	12.50

MADE IN U.S.A.
W. K. KERR PEN COMPANY
 TULSA - OKLAHOMA - U.S.A.

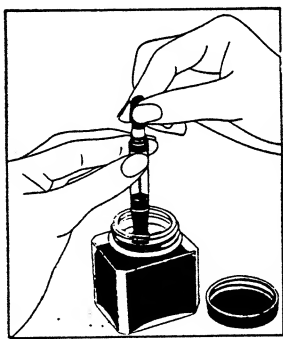
For Better Service
 Know Your

Kerr Changepoint

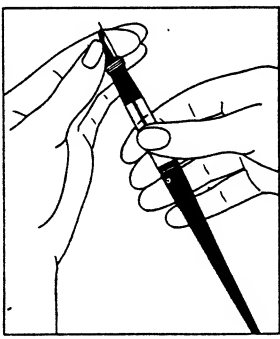
You Change
 the
 Point
 Yourself



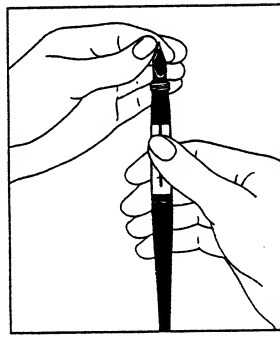
You Can
 Renew
 the
 Filling Unit



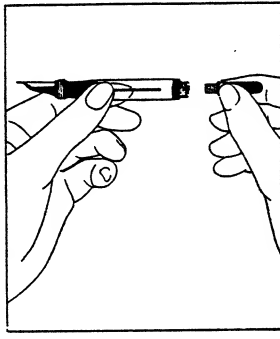
TO FILL: Remove upper section of barrel. Submerge point and lower end of barrel. Squeeze bulb quickly repeatedly until ink shows in filling unit.



TO REMOVE POINT: Hold pen as illustrated. Grip feed and point firmly and twist barrel toward thumb—not back and forth. **DO NOT USE PLIERS.**



TO REPLACE POINT: Position point on feed, set both lightly into barrel, then push firmly on edge of point as illustrated to assure proper positioning.

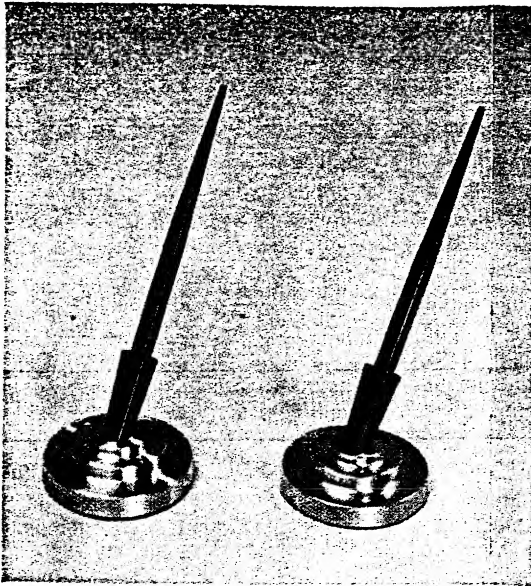


TO RENEW FILLING UNIT: Screw the old one out and the new one in. Screw up tightly so gasket will seal. It isn't necessary to use pliers.

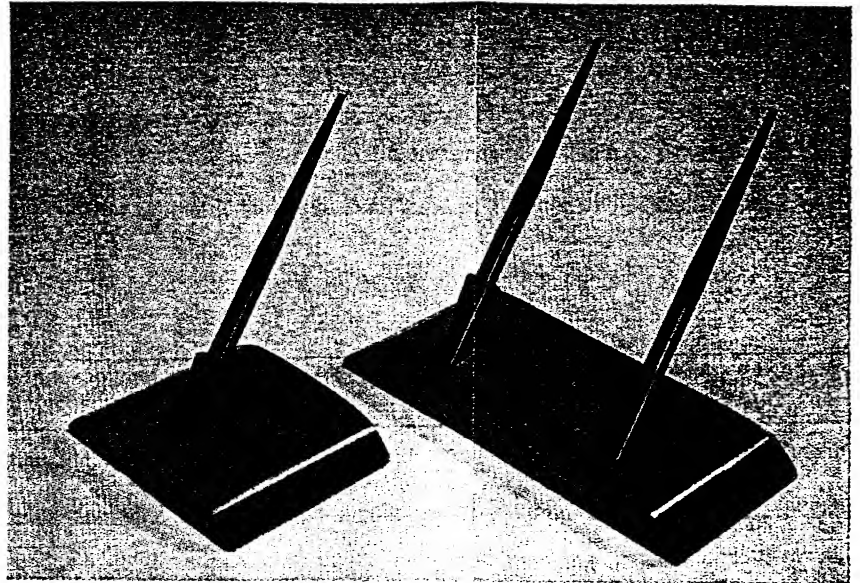
In caring for your Kerr Pen . . .

1. Use only clean, fresh ink—any brand or color, just so it has not deteriorated and deposited sediment.
2. Do not mix brands or colors for it causes a chemical reaction which spoils the ink.
3. Do not fill your pen from an open inkwell or with ink that has thickened. Such ink will clog the slit of the point causing your pen to skip or fail to write.
4. Refill your pen when it begins feeding ink too freely. When only a small amount of ink is in the barrel, air in the empty space expands from

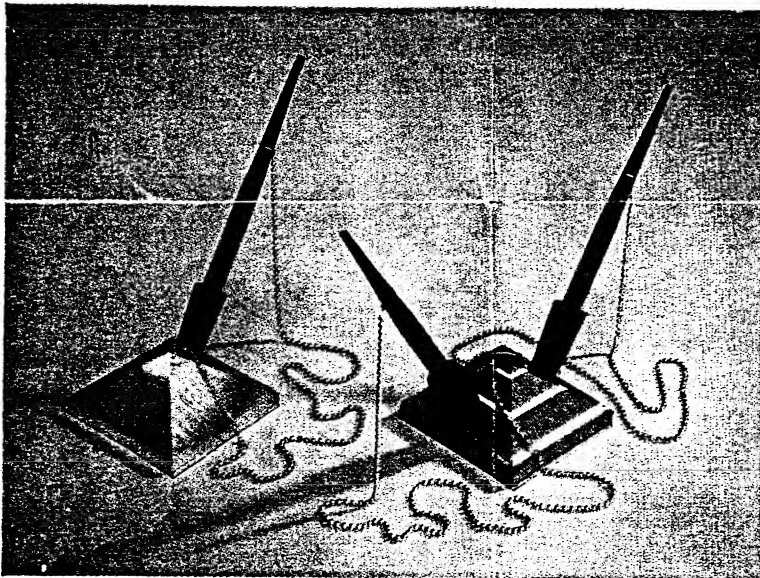
- the warmth of your hand, or increased room temperature, and forces out a surplus of ink (commonly called "flooding" or "leaking").
5. Do not allow your pen to remain empty for any length of time unless the parts have been rinsed in COLD water. Otherwise the film of ink around the feed will dry, and act as a cement, making the feed hard to remove. However, should you allow this to happen, just fill your pen with COLD water, and let it stand in COLD water, until the dried ink dissolves; then remove the feed in the usual way. **DO NOT USE PLIERS.**



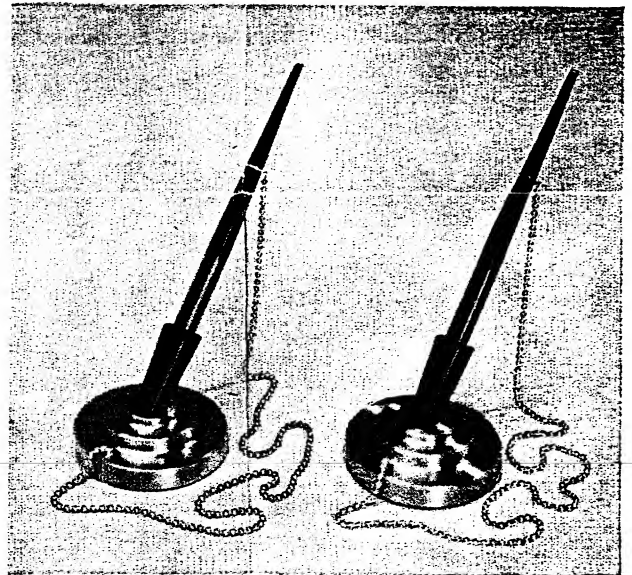
SF31 Bronze Desk Set (any color pen) \$5.00
 SF21 Chrome Desk Set (any color pen) \$5.00



SF51 Walnut Desk Set (any color pen) \$5.00
 SF52 Walnut Desk Set (any color pen) \$8.00



SF71C Special Chrome Counter Set (any color pen) \$7.00
 (SF72C with 2 pens \$10.10; SF73C with 3 pens \$13.20)
 SF42C Bronze Counter Set (any color pens) - - \$8.70
 (SF41C with 1 pen \$5.60; SF43C with 3 pens \$11.80)



SF21C Chrome Counter Set - \$5.35
 (any color pen)
 SF31C Bronze Counter Set - \$5.35
 (any color pen)

KERR CHANGEPOINT FOUNTAIN PENS

The pens so widely used on bank counters. They have to be good to withstand the abuses of this service. Their construction is simple and practical. Anyone can take them apart by parts and put them together again. All parts are replaceable by the user, thus the pens never need to be sent in for repairs.

Kerr Pens are sold through stationery, office supply, and equipment dealers. Order from your dealer and let us serve you through him.

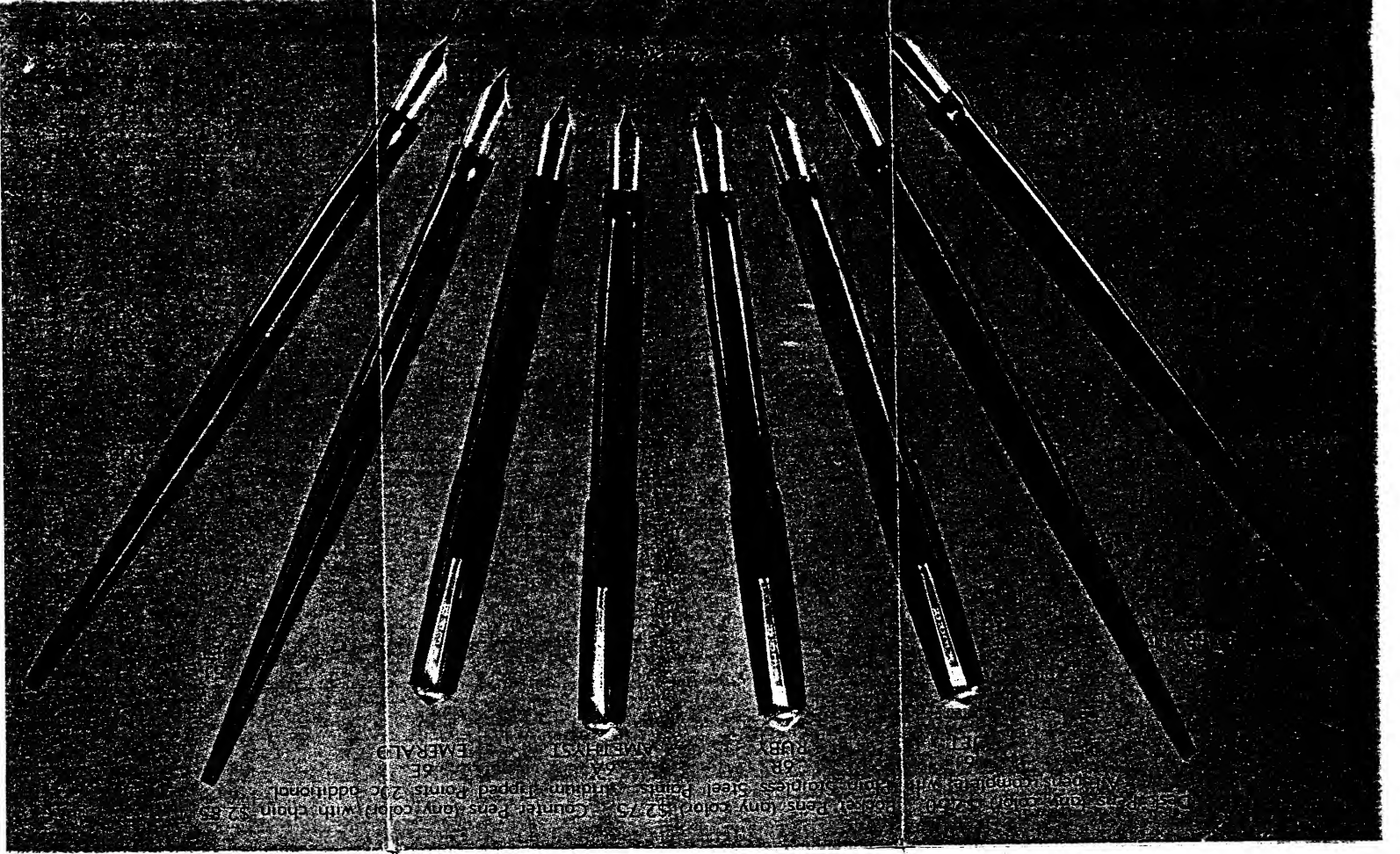
Wm. Kelly Kerr President
 W. K. KERR PEN COMPANY, Tulsa, Oklahoma

STAINLESS STEEL CHANGEPOINTS — Illustrations Halfsize



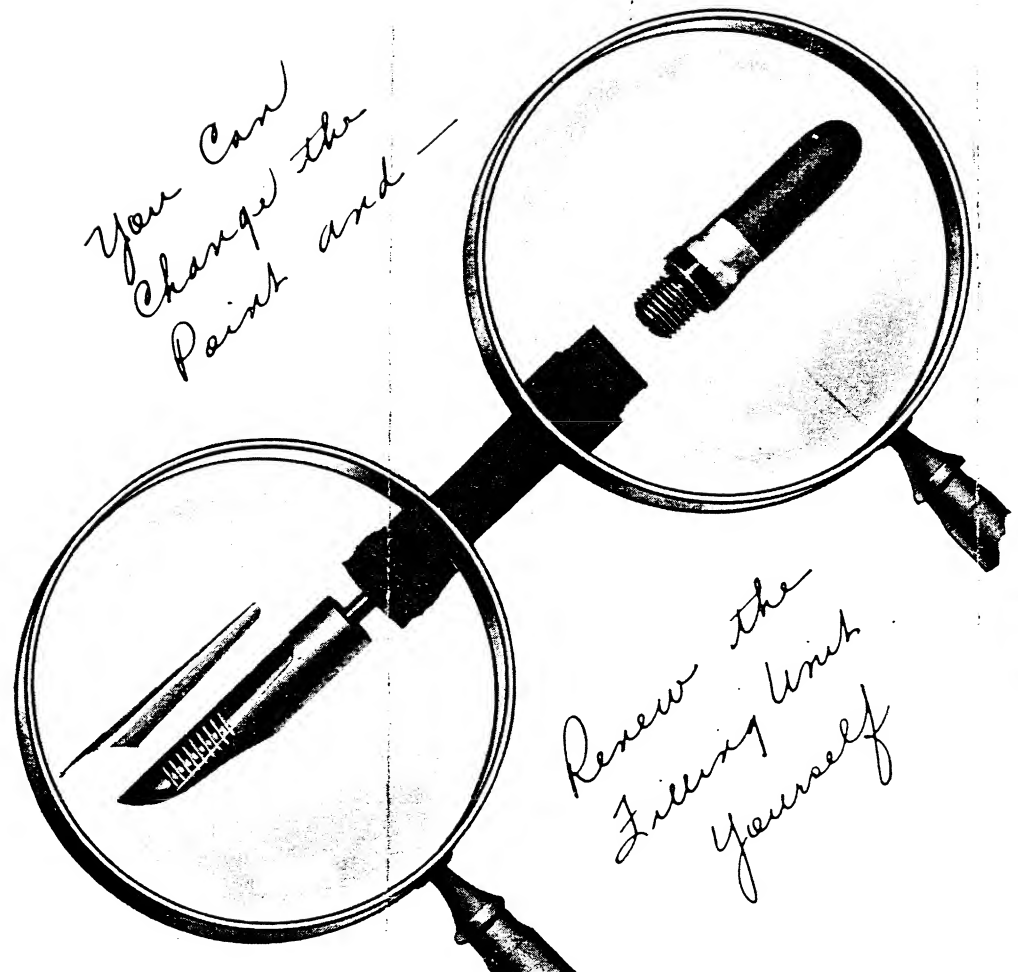
Nos. 2 to 8, 15c ea., \$1.50 doz., \$7.50 ½-gr. Iridium Tipped Nos. 35c ea., \$3.50 doz., \$17.50 ½-gr

A Changepoint for Every Writing Need.



The fountain pens in this advertisement are available in the following colors: Emerald, Sapphire, Ruby, and Pearl. The ballpoint pens are available in the following colors: Emerald, Sapphire, Ruby, and Pearl. The rollerball pens are available in the following colors: Emerald, Sapphire, Ruby, and Pearl.

You Can
 Change the
 Point and —



Renew the
 Feeling With
 Yourself

Presenting
 Kerr Changepoint
 Fountain Pens
 in
 Gem Colors

